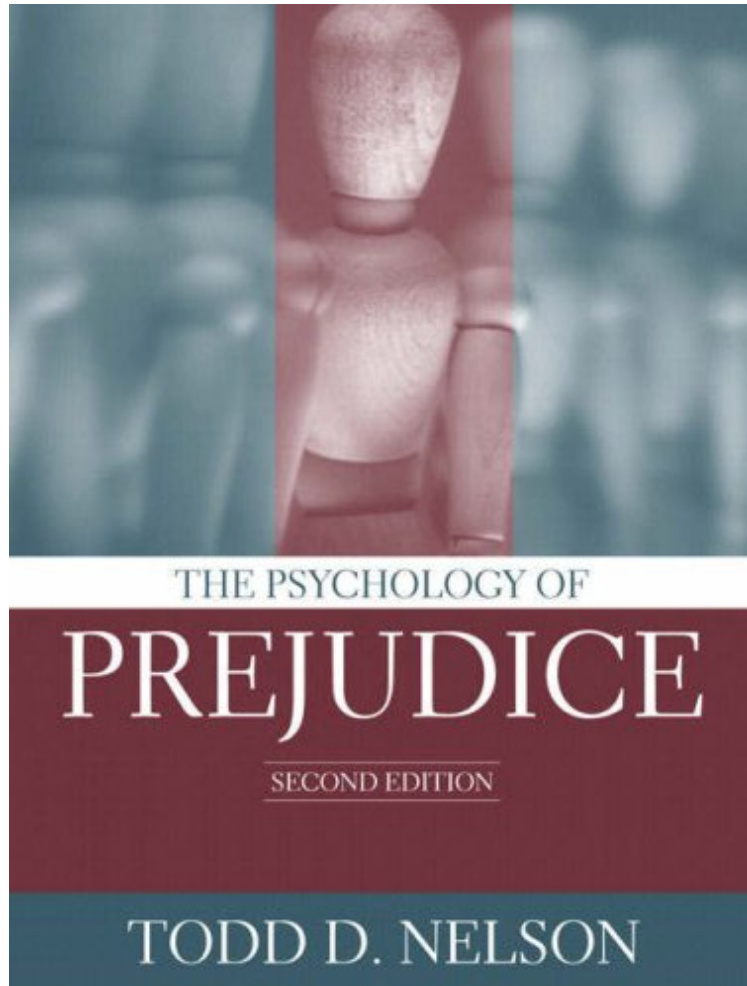


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The Psychology of Prejudice (2nd Edition)

Todd D. Nelson

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Todd D. Nelson : The Psychology of Prejudice (2nd Edition) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Psychology of Prejudice (2nd Edition):

2 of 2 people found the following review helpful. Simple and Just enoughBy Danny YuYou know how some general education textbooks are just overbearing? Ever had a class that you just you felt was just information overload and was unnecessary? Well, this book is completely the opposite- I can skim through this book easily and find what I need to know. It's great for reference if you ever decide to keep the book.- The book just gives you enough so that you wouldn't be drowning in a bunch of psychology terms that made no sense.- There are some interesting cases that allows you to see the application to real life situationsNeat book. Gotta love it when a textbook is student-friendly15 of 16 people found the following review helpful. Very interesting, covers a lot, but is still very readableBy Ross AvillaAfter taking an introductory course in social psychology, I became interested in the topic of prejudice and

stereotyping. I have since looked into several books on stereotyping, but I often found that they were either too basic, too in depth on one particular aspect of stereotyping, or were way over my head. Then I stumbled upon this little book (only about 250 pages) and finally found one that was wide in its scope, well grounded in good scientific research, but still very readable. While this book is kind of a quick read, it is dense with interesting theories and studies and it ended up answering a lot of my questions about how stereotyping works, why they are so prevalent and how people can work to change them. Along the way it also whet my interests in many of the other aspects of prejudice and stereotyping. This book is actually part of what helped me to make the decision to become a social psychologist. The only thing I could say against this book is that it is, in certain sections, necessarily technical, but if the reader has had some basic undergraduate psychology courses those sections are more challenging than frustrating. I would highly recommend it to anyone who's interested in the topic. 0 of 0 people found the following review helpful. Five Stars By Ammazing Great condition.

This comprehensive, research-based text examines the major theories of prejudice and stereotyping through an engaging narrative that reads like a well-crafted story rather than an empty series of statistics. Though the focus of this book is on empirical studies, author Todd D. Nelson has synthesized the data and presented it in a way that will excite readers. His goals were two-fold: To create a strong central text (as opposed to a simple collection of readings) for professors teaching a course in prejudice, and also to facilitate student interest in the subject. The *Psychology of Prejudice* is intended to stimulate critical thinking about what causes, maintains, and reduces prejudice and stereotyping, while also relaying the historical background on the birth of research on stereotypes.

From the Back Cover *The Psychology of Prejudice*, Todd D. Nelson's newly revised and updated text, offers students an in-depth look at the roots of prejudice based on empirical literature and current research. Nelson pairs comprehensive coverage of the material with an approachable and conversational writing style, making the text accessible for students. With its applied focus, *The Psychology of Prejudice* challenges readers to think critically and formulate personal opinions about issues such as ageism, sexism, and racism. The improved pedagogical features of the second edition of the text, including summary sections at the conclusion of each chapter, will only improve students' understanding of this important discipline. New Features of the 2nd Edition: New sections on sexist humor and the neurobiology of prejudice Expanded coverage of research on homosexuals, the overweight, and the physically-challenged Updated section on implicit stereotyping and prejudice "I think this is a very good text on prejudice—well-written, entertaining, stimulating, and informative." —Gretchen Sechrist, The State University of New York at Buffalo "The text is written in a manner that is both interesting and empirically-based. My students really seem to enjoy reading the text." —James Johnson, University of North Carolina-Wilmington