

# Download Advances In Experimental Social Psychology Volume 34

This chapter addresses the universals in the content and structure of values, concentrating on the theoretical advances and empirical tests in 20 countries, and its four basic issues: substantive contents of human values; identification of comprehensive set of values; extent to which the meaning of particular values was equivalent for different groups of people; and how the relations among ...Social psychology is the scientific study of how people's thoughts, feelings and behaviors are influenced by the actual, imagined or implied presence of others. In this definition, scientific refers to the empirical investigation using the scientific method. The terms thoughts, feelings and behavior refer to psychological variables that can be measured in humans. This chapter outlines the two basic routes to persuasion. One route is based on the thoughtful consideration of arguments central to the issue, whereas the other is based on the affective associations or simple inferences tied to peripheral cues in the persuasion context. This is the reference page for academic references for persuasion-related topics.