



## The Psychology of the Social

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The differences between individual and collective representations have intrigued social scientists since Durkheim. The social psychological theory of social representations has been one of the most influential theories in twentieth-century social science. The Psychology of the Social brings together leading scholars from social representations, discourse analysis, and related approaches to provide an integrated overview of contemporary psychology's understanding of social issues. The volume applies social psychology to the studies of social memory, ideology, media, and the self-concept. The contributors also demonstrate links between social psychology and developmental and educational psychology. Researchers and advanced students in the fields of social, developmental, and educational psychology, as well as sociologists, will find this to be a valuable resource.

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