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David G. Myers is a professor of Psychology at Hope College in Michigan, and the author of 17 books, including popular textbooks entitled Psychology, Exploring Psychology, Social Psychology and several general-audience books dealing with issues related to Christian faith as well as scientific psychology.

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Adopting a global, multicultural approach, this text moves the student through the study of social thinking, social influence, and social relations. It balances basic research and applied material.

Reflecting your students and their world. How many of the students in your Social Psychology course are Psychology majors? Business? Sociology? Education? In the 11th edition of Social Psychology, David Myers once again weaves an inviting and compelling narrative that speaks to ALL of your students regardless of background or intended major. And with Connect Social Psychology and LearnSmart, students are able to create a personalized learning plan helping them be more efficient and effective learners. With LearnSmart, students know what they know and master what they don't know and faculty are able to move to more in-depth classroom discussions. Through examples and applications as well as marginal quotations from across the breadth of the liberal arts and sciences, Myers draws students into the field of social psychology. At the same time, Myers is also in tune with the ever-changing state of social psychology research. Research Close-Up and Inside Story features throughout the book provide deeper exposure to key research and researchers. Marginal quotations, examples and applications throughout each chapter, and the concluding "Applying Social Psychology" chapters all ensure that regardless of your students' interests and future plans, Social Psychology will engage them. This 11th edition also features the contributions of Jean Twenge, author of Generation Me and The Narcissism Epidemic, further bolstering the direct connection to today's students.

Social Psychology, Second Canadian Edition, continues to set the standard by which other Social Psychology texts are judged. The authors' engaging writing and unique, intimate tone make the text both compelling and readable, without being overly simplistic. The organization logically moves the student through the study of how people think, influence, and relate, including an appropriate balance of basic research and applied material for the course. This edition includes a greater emphasis on social psychology's applications to both work and life, and can be accompanied by the new Social Connection video series, which follows the organization of Myers/Spencer, and brings classic research to life.

Adopting a multicultural approach, this text guides readers in the study of social thinking, social influence, and social relations. This edition emphasises social psychology's applications to both work and life, and uses vignettes to emphasise the relevance of social psychology research.

This edition has been revised to introduce a more flexible structure for the teaching and studying of social psychology and includes up-to-date, international research in the area.

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